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(54) **CUSTOMIZED VOICE ACTION SYSTEM**

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(57) **ABSTRACT**

Systems, methods, and computer-readable media that may be used to modify a voice action system to include voice actions provided by advertisers or users are provided. One method includes receiving electronic voice action bids from advertisers to modify the voice action system to include a specific voice action (e.g., a triggering phrase and an action). One or more bids may be selected. The method includes, for each of the selected bids, modifying data associated with the voice action system to include the voice action associated with the bid, such that the action associated with the respective voice action is performed when voice input from a user is received that the voice action system determines to correspond to the triggering phrase associated with the respective voice action.

